

# **SR-520 Bridge Toll Revenue Feasibility Study**

Presentation to the SR-520 Bridge Replacement  
and HOV Project Technical Steering Committee

March 26, 2003



# Objectives of the Study

- ◆ Better understanding of SR-520 travel market and willingness to pay tolls
- ◆ More refined revenue projections and demand impacts
  - Existing PSRC model with updated procedures and assumptions
  - Augmented with value of time and toll elasticity information gained from Stated-Preference Survey research
  - Focus on 6-lane scenario (HOV 3+ toll-free)

# Expected Study Outcomes

- ◆ Range of toll scenarios & revenue projections
  - Baseline: “economically efficient” tolls set to minimize congestion / optimize network
  - Revenue emphasizing alternatives: variable tolls structures set to meet revenue targets & gauge maximum revenue potential
- ◆ Net revenue projections to provide input to financial planning

# Current Study Status

- ◆ Designed stated-preference survey exercise & developed survey instrument
- ◆ Computer-based survey being fielded this week
  - On-site at 15 public locations (malls, DOL sites, office buildings) & at employer facilities
  - Seven additional employers via the internet
- ◆ Results at end of May, report in June

# Example Stated-Preference Question



Each participant answers 9 such multiple choices cases tailored to their most recent trip across the SR-520 bridge



Which would you choose?

(select an option by clicking the round button in the colored bar)

<input type="radio"/> <b>SR-520 Bridge</b>
Travel time: 40 mins.
Toll: \$1.00

<input type="radio"/> <b>SR-520 Bridge on Public Bus</b>
Travel time: 55 mins.
Fare: \$2.00

<input type="radio"/> <b>SR-520 Bridge in Carpool of 3 or More</b>
Travel time: 45 mins.
No toll

<input type="radio"/> <b>I-90</b>
Travel time: 1 hr. 5 mins.
No toll

Question 8 of 9